

**PARLIAMENT PARTY ZONE**  
**1995 MARKETING PLAN**

**OVERVIEW:**

The 1995 Parliament Party Zone program is designed to further extend brand visibility in key Winter and Summer resort markets in the Northeast region.

Destination markets provide the perfect opportunity to reach large numbers of young adult smokers (YAS) in a fun and relaxed atmosphere. The Party Zone allows the brand to reach and sample YAS in a smoker friendly, controlled environment.

There will be two Parliament Party Zone programs executed in the Northeast in 1995; Winter and Summer. The Winter program will reach YAS in key ski destination resorts, and the Summer program will reach YAS in key beach destination resorts. The program reinforces the brand's imagery and provides the opportunity for trial among competitive smokers.

**BACKGROUND:**

In 1994, Parliament launched the Parliament Party Zone program. The program was implemented during Spring Resort in Panama City, FL, and in multiple northeast resort markets throughout the summer. One club was chosen in each of the markets as the anchor "Parliament Party Zone Club".

The Party Zone Crews encouraged smokers 21 years of age or older to fill out a survey card for a complimentary sample packs, branded incentive items and various raffle offerings. Both permanent and temporary POS was placed in the anchor clubs.

In addition, the northeast program included a retail tie-in promotion. Key accounts distributed incentive items for multiple pack purchases, sweepstakes entry forms, and displayed posters advertising Parliament Party Zone activities in the area.

As a follow-up to visiting the Parliament Party Zone, consumers received within two weeks, a Rapid Response mailing. The mailing contained a letter thanking them for their support and rewarded them with a \$1 off coupon on their next pack purchase.

The Parliament Party Zone program was well received by consumers in all markets. In total, 64,000 qualified consumers were sampled with Parliament product.

**1995 WINTER MARKETS**

Hunter Mtn, NY  
Killington/Mt. Snow, VT  
Stowe/Sugarbush, VT

**TIMING**

Jan 20 - Feb 19

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**1995 SUMMER MARKETS**

Hamptons/Fire Island, NY  
Jersey Shore, NJ  
Newport, RI  
Cape Cod/Nantucket, MA

**TIMING**

May 26 - Sept 4

**OBJECTIVES:**

- Increase brand visibility among YAS in Northeast resort markets;
- Encourage trial;
- Generate names for database; and,
- Enhance the brand's aspirational, escapist imagery.

**STRATEGIES:**

- Develop a highly visible, exciting bar program for Northeast resort markets;
- Schedule popular clubs in each market;
- Provide sampling opportunities;
- Communicate Brand's fun, aspirational, escapist imagery through exciting on site promotions and "Get Away" sweepstakes;
- Distribute branded incentives for survey completion; and,
- Place temporary and permanent visibility pieces in key clubs.

**PROGRAM ELEMENTS:**

- Interactive bar night promotions;
- Permanent and temporary visibility pieces;
- Branded incentives; and,
- Survey card completion.

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